

## Momentum OKC 2017 Artist Info

### 1) General Information

#### ***Why Momentum?***

In 2002 OVAC studied the cultural landscape of Oklahoma and realized that young artists in Oklahoma were lacking opportunities to show their work. Thus, Momentum was born. Artists 30 and younger from all over the state submit their work for jury by our guest curators. 3 Spotlight artists are selected in advance to receive \$1,500 and curatorial guidance on new work to debut at Momentum. This year is Momentum's 16<sup>th</sup> Anniversary!

#### ***Who puts this on?***

Momentum is a program of the Oklahoma Visual Arts Coalition, a statewide non-profit that helps artists all over Oklahoma through education, exposure, and funding.

Our local planning committee volunteers to help raise the money to put this program on and help figure out the logistics. Learn more about OVAC at [www.ovac-ok.org](http://www.ovac-ok.org).

#### **Momentum OKC 2016 is held March 24<sup>th</sup> & 25<sup>th</sup>; 8-11 pm at The Venue and Graphite, OKC**

The Venue is located at 1757 NW 16th St. Oklahoma City, Oklahoma and Graphite is next door, at 1751 NW 16th St, Oklahoma City, OK 73106. Plan for scarce parking.

We recommend UBER or LYFT, especially if you are drinking. There will be a cash bar.

#### ***How do I get in?***

Each artist in Momentum gets 2 tickets for each night: 1 for you and 1 for a guest (4 total).

When you arrive at Momentum, go to the Will Call table and identify yourself as an artist (there will be an ARTISTS line). Our volunteers will hand you your tickets and a name tag. Wear your name tag so people know you made art in the show. Art collectors often attend the show, and this is a great opportunity to build your audience!

#### ***What should I expect?***

Momentum draws over 2,000 people, but don't let this number intimidate you. It's a fun party, and everyone is there to see art.

Both venues will be used for exhibition of artwork. Live music from local bands will be played in both spaces as well, throughout both nights.

This year, we will also have a satellite venue. Please watch for a follow-up email from the curators about what this will consist of. This satellite exhibition will be located in DNA Galleries at 1709 NW 16th St, Oklahoma City, OK 73106.

Friday night is "Downtempo" – expect slower and quieter music.

Saturday night is "Full Speed" – loud, fast paced and energetic.

Both nights are exciting, just in different ways!

**Artwork Drop off:** Graphite & DNA  
Galleries  
Monday, March 20, 5-8 pm  
Tuesday, March 21, 10 am-12 pm

**Artwork Pick up:** Graphite & DNA Galleries  
Monday, March 27, 7-9pm  
Tuesday, March 28, 10am-noon

*\*OVAC will arrange delivery of any artworks that are sold (artists do not need to pick up).*

## **2) Meeting people at Momentum**

In addition to being a fun party and a prestigious exhibition for young artists, Momentum is also a great place to meet new people. Attendees of Momentum are often artists, patrons, or involved in the arts community in some way, so we encourage you to talk with folks.

### **Come to the *Sponsor Hour*, Friday March 24<sup>th</sup>, 7-8 pm**

Artists and Patrons are invited to see the event an hour before the general public.

This is your chance to talk to our sponsors, potential art buyers, and committee members about your work and the event. We hope you make it for this special hour!

### **Come to the *Spotlight Artist Talks*, Time and date TBA**

Come an hour early before artwork pick-ups and learn about other's work, and meet new people.

### ***Who are the "Art Ambassadors"?***

Art Ambassadors are volunteers, often committee members or people who are heavily involved in Momentum, who talk to potential patrons and sell artwork. They are art-savvy people and want to make sure your work sells to a deserving patron.

These people will have clipboards or binders ("Ask me about the art!"). You may send any interested buyers their way or ask our ambassadors questions.

### ***How do I talk to people at the opening?***

Don't worry. The people who come to Momentum are art lovers! These people WANT to know more about your work.

Make sure your name tag is showing in case someone wants to find you!

If you see someone standing next to, or looking closely at your work, introduce yourself. Ask them if they have any questions. Share your process & ideas!

### ***Talk to other artists!***

See an artist's work you like? Find them and ask them more. Momentum is a place for you to find your peers in Oklahoma. The connections you make here have potential for future successes!

### **3) Proper Framing and hanging mechanisms**

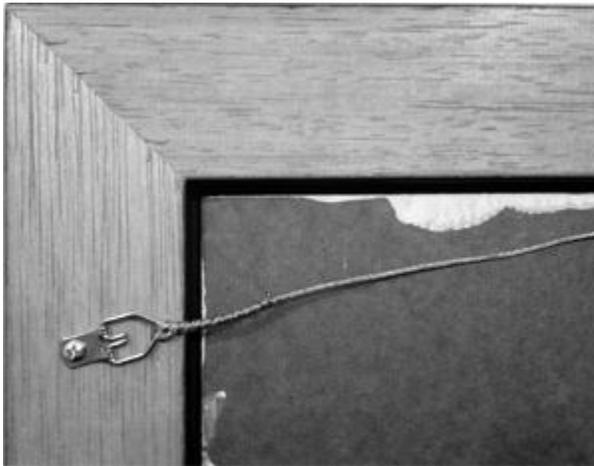
All artwork must be properly matted and framed with artist's name and artwork info on back.

**We prefer D-rings and Wire. NO Saw tooth hangers.**

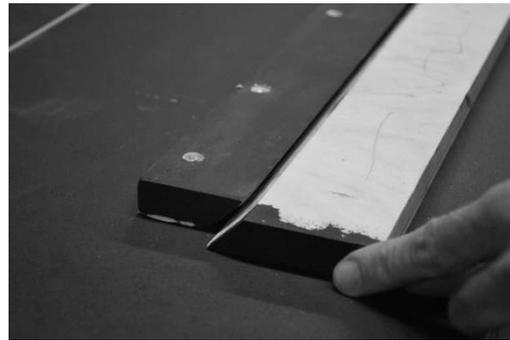
French Cleats are acceptable, and preferred for heavy works or works larger than 4' wide.  
Work on canvas must have d-rings and wire attached.  
We will not hang the canvas from the stretchers.

**Remember to put your name, title, media and price on the back of work.**

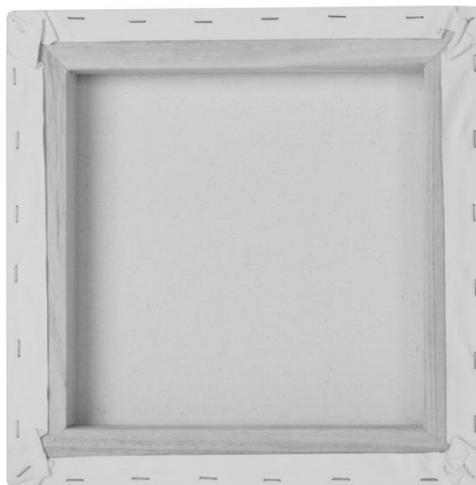
**DO THIS!**



OR



**NOT this:**



#### **4) Selling your art at Momentum**

Pricing art is a difficult task. Consider your time spent on the work, the materials and the quality of the image in regards to your body of work.

Many young artists price their work too high, or worse, too low. Finding the right price for your work is not easy. **Find some good pricing tips here:**

<http://www.artbizblog.com/2011/10/pricing-tips.html>

#### **STAY CONSISTENT**

-Do not sell your art at different places for different prices. Undercutting will make galleries and clients feel cheated and unlikely to work with you again.

-Make sure works of similar size, media, and subject also have similar price ranges. This makes you look consistent and confident in the value of your work.

***OVAC takes a 30% commission on all sales. Make sure to factor this into your pricing.***

If you have prints or multiples of a piece, make sure to indicate this and we can tell our buyers.

***But I have a show coming up/want to show this work in the future... I can't part with it!***

Fret not, our buyers frequently loan work back to the artist for Capstone shows, exhibitions and other reasons. **Your work is your intellectual property.** Don't miss out on a possible sale by listing your work as "Not for Sale" just because you need it for an upcoming show.

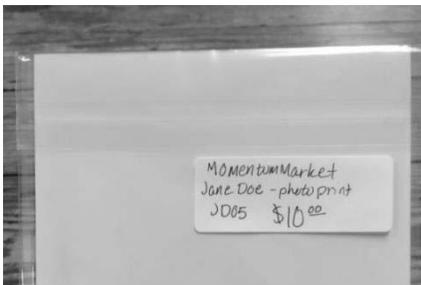
After your work sells at Momentum, **we provide you with the buyer's name** and contact information so you may thank them or contact them about showing your work in the future.

#### **Momentum Market Info:**

Momentum Market is a special area for works that are priced \$50 and under. It's a great way to earn some extra revenue and reach a new audience. Artists accepted into Momentum may include work in the Market. The Market can include things like prints, small paintings, wearable art, cards and other small items. All market items should be labeled with artist name and price. Also include an inventory sheet with itemized list of market items. Artists should supply any special display materials that may be required (baskets, racks, decorative displays, etc).

If you choose to put work in the market, make sure it is packaged neatly with your name & price attached. Both Porch's Art Supply in OKC or Zeigler's in Tulsa sell materials for packaging.

#### **Example:**



Notice how this artist put her work in a clear plastic sleeve, and labeled the back with her name, the item number, and the price of the work.